

AUSTRALIAN MUSEUM

VISITOR SNAPSHOT

July 2014 – June 2015



ABOUT US

The Australian Museum is more than a leading cultural attraction in Sydney; it's also a hub of information, education, resources and research. Our mission is to inspire exploration, understanding and care for our world by researching, exhibiting, educating and communicating the relationship between people, culture and the natural environment.

VISITATION

- At College Street, 392,927 visitors viewed and interacted with our exhibitions and programs. Major exhibitions during this period included *Tyrannosaurs* and *Aztecs*.
- Students made up 10% of onsite visitors (38,295). A further 115,500 students, predominantly in regional NSW, accessed the AMs outreach programs.
- The majority of visitors (54%) attended the AM at least twice in the past two years.
- International tourists made up 17% of onsite visitors, mainly from China, USA and the UK.
- Domestic tourists made up 16% of onsite visitors, the majority coming from regional NSW.

VISITOR ORIGIN BREAKDOWN (%)

Almost 65% of all AM visitors come from the Greater Sydney region.

International 17%		Domestic 16%		Greater Sydney 64%	
China	3%	NSW	9%	Inner City	15%
USA	3%	Vic.	2%	North	11%
UK	3%	Qld.	2%	East	8%
Japan	1%	SA	1%	West	8%
NZ	1%	WA	1%	Lower Nth	7%
Germany	1%	ACT	<1%	Inner West	7%
France	1%	Tas.	<1%	South	5%
Other	4%	NT	<1%	South West	2%

(Domestic = Regional NSW and other states.)

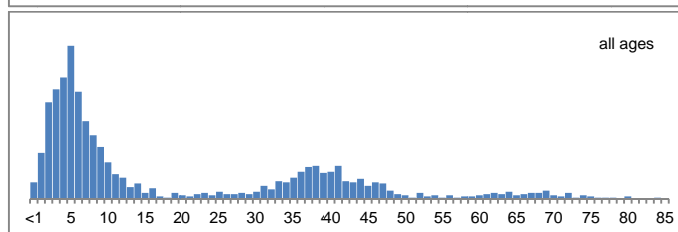
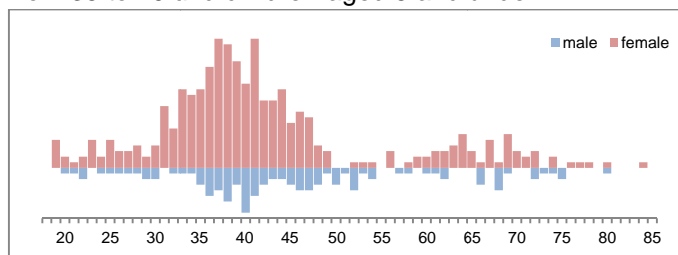
PROGRAMS AND EXHIBITIONS

One third of visitors attended for a general AM experience, 26% of all visitors attended to see a specific exhibition or program:

- Education – Onsite programs 38,295
- Education – Outreach program 115,500
- Special Exhibition – *Tyrannosaurs (FY14/15)* 38,108
- Special Exhibition – *Aztecs* 65,970
- Special Exhibition – *Wildlife Photographer of the Year* 59,676
- Australian Museum Members 29,637
- After hours programs 6,299
- Touring exhibitions 622,127
- Social media (Facebook, Twitter & Instagram) 54,755

AGE GROUPS

Visitors to the Museum are predominately females aged from 35 to 49 and children aged 5 and under.



GROUP STRUCTURE

Visitors attended in the following group structures: family groups 61%; alone 12%; with a partner/spouse 15%; with adult friends 18%.

EDUCATION AND HOUSEHOLD INCOME

- Nearly 75% of all AM visitors have attained a university degree or higher tertiary qualification.
- Over 60% of AM visitors have an average annual household income over \$75,000 or more.

	Below \$25,000	\$20,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 - \$149,999	\$150,000 - \$199,999	\$200,000 or more	Prefer not to say
Primary school	0%	0%	0%	0%	0%	0%	0%	0%
High school	1%	1%	1%	0%	1%	0%	0%	3%
TAFE or business college	1%	2%	1%	3%	4%	2%	1%	5%
Uni or Bachelor degree	1%	1%	3%	5%	11%	6%	6%	9%
Postgrad Diploma or higher	0%	1%	1%	3%	6%	5%	7%	6%
Prefer not to say	0%	0%	0%	0%	0%	0%	0%	1%

5 YEAR TOTAL ONSITE VISITATION

